

RADIO TIME SALES INT'L
22 EAST 42nd STREET
NEW YORK, N. Y. 10017
(212) 682-4500
(212) 682-4500

February 14, 1972

Mr. Charles Pankus
Pankus Enterprises
Box 138
Etna, N. Y. 13062

Re: IVY NETWORK

Dear Mr. Pankus:

As per your phone request, we sent you brochures on the Ivy Network, which includes the specific stations you inquired about. (Cornell, Brown, Yale & Princeton).

I am awaiting further data, such as schedules, etc., from each of the four, but they will not have any survey such as the one in which WDCR participated in Mediastat.

All stations within the Network broadcast advertising for AM transmission only, on their own closed-circuit equipment, except WDCR, which is on open circuit. The fact that several stations have FM outlets, of the same call letters, does not figure into any campaign placed by advertiser, unless another contract is agreed upon. True, some stations do duplicate AM advertising on FM, but this is strictly a non-contractable and unpredictable bonus.

The AM signal is often sent to public places, like dining halls and student unions, thus guaranteeing a large audience.

Appreciate your inquiry and trust we may have the opportunity of serving you in the future.

Cordially yours,

RADIO TIME SALES

H. (Hank) Franklin

Yrg
Encl.

PAID TIME SALES INTL
ST 4243 24
OR 4243 24
602-4000